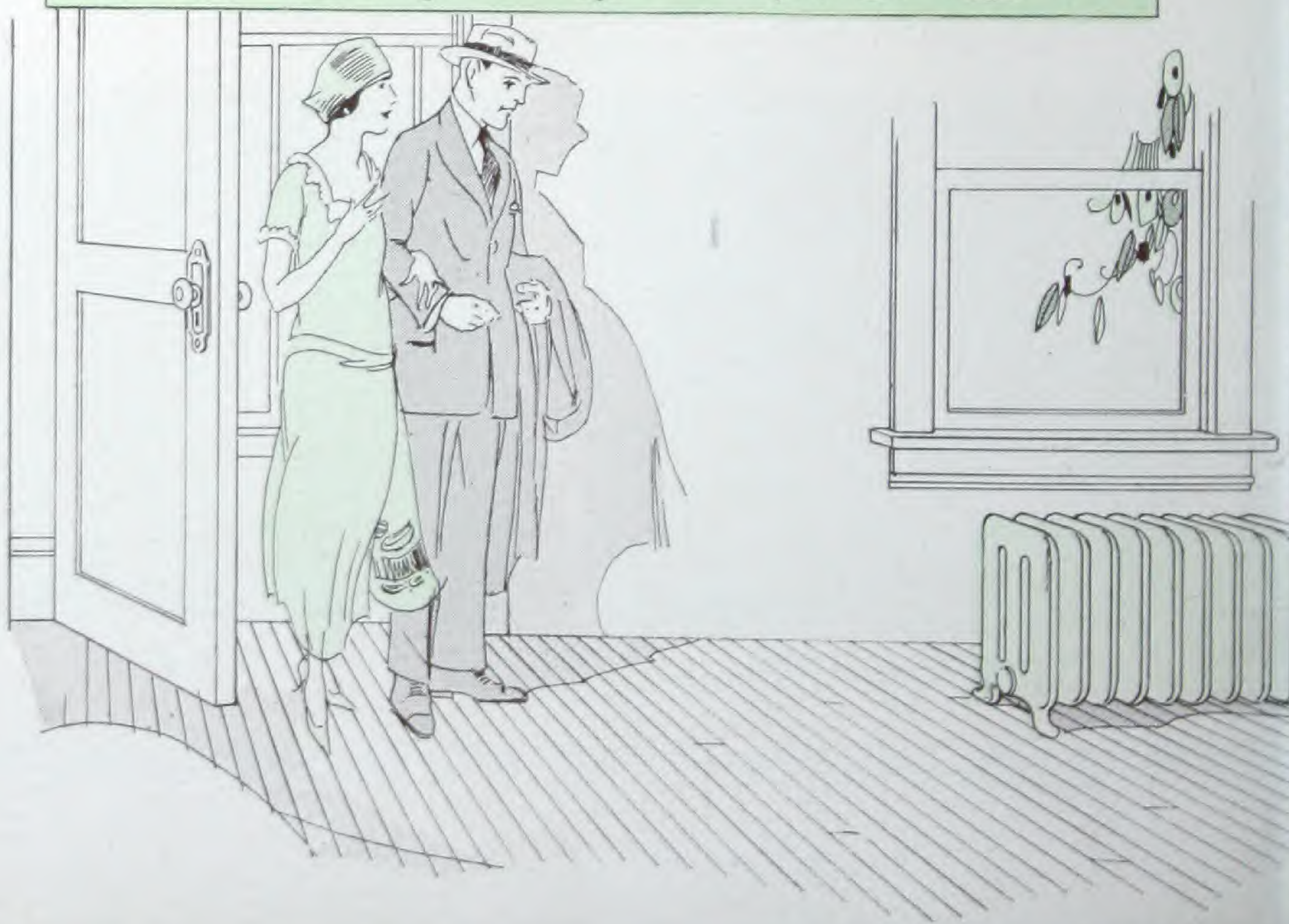


*The richness
of an Oak
floor in the
dining
room contrib-
utes to a
sense of well-
being and
enjoyment*



obtained by quarter-sawing. What are known as medullary rays radiate from the heart of an Oak log, crossing the annual rings of growth. When the log is cut parallel to these rays, or perpendicular to the rings of growth, the characteristic "flake" and figure of quartered Oak will appear in the flooring. In the main living rooms of a modern home, quartered Oak flooring is the final convincing touch of elegance.

*Oak floors
are always
modern*

Your architect can suggest finishes, widths of strips, and suitable grades, plain or quartered, which will be appropriate for different rooms.

The Durability of Oak Flooring

Once Oak is laid, your floor problem is solved. An Oak floor will last as long as the house itself, and remain the beautiful, serviceable foundation of the room as long as there are feet to walk upon it.

Flooring strips are made to fit accurately, with tongue and groove manufactured according to standard measurements, making a tight continuous floor of unbroken surface. Strips are also end-matched, providing additional firmness in the floor. In finishing a floor, the pores are closed with a "filler" which contains the color desired; then varnish or wax is applied.

In this way the finish only of an Oak floor is subject to wear, and as this may be quickly renewed whenever necessary, an Oak floor is easily kept in perfect condition.

Mellowness increases with age, the beauty is lasting, and your floors become a treasured heirloom fit to hand down to your children's children. They will always be modern.

The effect of an Oak floored home is substantial and up-to-date. When you consider the value added to your property, the saving in housework, the permanent beauty and durability, your new Oak floors are an investment, not an expense



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The Story of

**OAK
FLOORS**



*“So the deacon inquired of the village folk
Where he could find the strongest oak,
That couldn’t be split, nor bent, nor broke,—
That was for spokes and floor and sills.”*

— OLIVER WENDELL HOLMES

—from “The Deacon’s Masterpiece”
or “The Wonderful One-Hoss Shay”

The Story of



'HOME SWEET HOME'
replica of John Howard
Payne's boyhood dwell-
ing, opened for exhibition
in Washington, D. C.,
and floored with OAK

Oak Floors

CHARACTER, DIGNITY AND
CHARM ARE INHERENT IN
OAK. ~ IT IS THE CORRECT
MODERN FLOORING, AFFORD-
ING PERMANENT BEAUTY
AND SERVICE

OAK FLOORING BUREAU

828 HEARST BUILDING
CHICAGO

*"The
Builder
Oak"*
—SPENCER



*Knights and ladies of
old, journeying in caparisoned
array, returned to banquet
in stately halls, floored
with Oak*



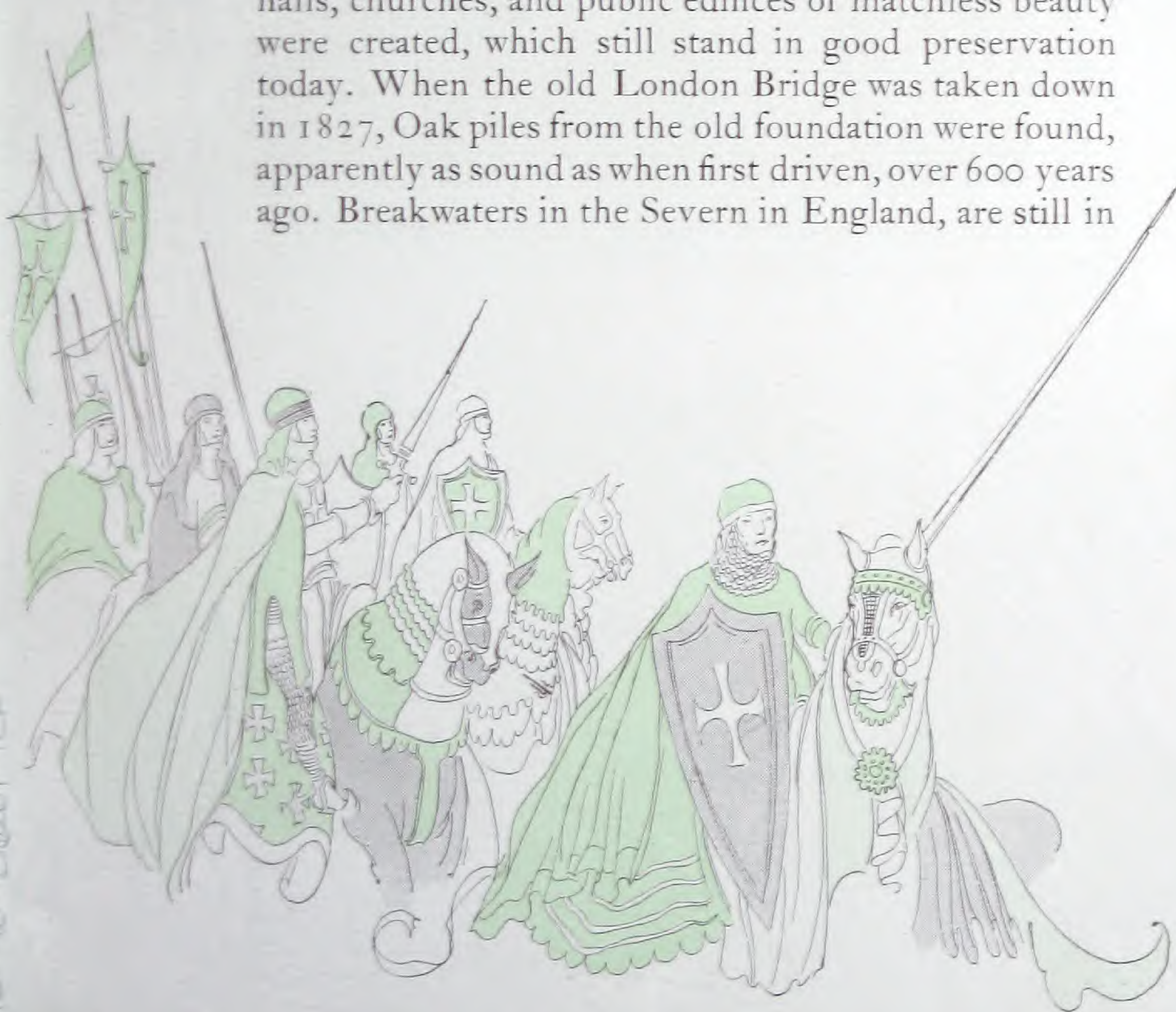


“STURDY AS AN OAK.” What school boy doesn’t know this monarch of the forest as the symbol of strength and character? In a multitude of hallowed associations, Oak has rooted itself deep in the affections of man, and from the earliest days of recorded history to the present time, has been highly valued for its utility and beauty, with the widest range of use of any known wood.

*OAK the
Sturdy—
a wood of
great
traditions*

There was even a law in the ancient “Twelve Tables” concerning the ownership of acorns, should they by chance fall upon another man’s ground. Scattered throughout the countries of the old world are individual Oaks, preserved and treasured through centuries because of some incident or ceremony that took place beneath their wide spread branches.

The extraordinary strength of Oak made this wood most serviceable to primitive man, and as civilization refined itself and found room for expressions of beauty, this same durability led woodcraftsmen to trust their finest inspirations to the staunch fibre of Oak. In the Middle Ages, Oaken shrines, halls, churches, and public edifices of matchless beauty were created, which still stand in good preservation today. When the old London Bridge was taken down in 1827, Oak piles from the old foundation were found, apparently as sound as when first driven, over 600 years ago. Breakwaters in the Severn in England, are still in



*Oak, the
standard floor
of mediaeval
days, brings to
modern con-
struction
an endorsement
of enduring
quality,
refinement,
and character*



*Floors of Oak,
in the turreted
castles of the
French mon-
archy, embellished
the gorgeous
fetes of that day*



use, whose Oak piles were driven by the Romans. Ancient shipwrights found that the elbowed branches, knotted and gnarled, made excellent ships' timbers, to protect brave men who "went down to the sea in ships."

From the time when massive furniture and beams of Oak graced the halls of mediaeval nobility, through periods of more delicate design, to the present day, dominated by the demand for utility, Oak remains the wood you can trust, and the wood by which all others are judged. "As strong as Oak; as beautiful as Oak; as enduring as Oak"—such expressions are common. You never grow tired of Oak. Scars do not seem to mar Oak as they do other fancier woods; as in man, they seem rather the marks of character.

*You can
trust Oak*

Oliver Wendell Holmes in his *Autocrat of the Breakfast Table*, has this to say of the Oak: "Take the Oak—and we find it always standing as a type of strength and endurance. I wonder if you ever thought of the single mark of supremacy which distinguishes this tree from all our other forest trees. All the rest of them shirk the work of resisting gravity—the Oak alone defies it. It chooses the horizontal direction for its limbs, so that their whole weight may tell, and then stretches them out fifty or sixty feet, so that the strain may be mighty enough to be worth resisting. You will find that, in passing from the extreme downward droop of the branches of the weeping willow to the extreme upward inclination of



In the charming homes of our Colonial fathers, we find the rough-hewn ancestor of modern Oak flooring



those of the poplar, they sweep nearly half a circle. At ninety degrees the Oak stops short; to slant upward another degree would mark infirmity of purpose; to bend downwards, weakness of organization."

Reaching a height in many cases of 60 to 80 feet, a girth 30 feet and more, with a spread of branches almost as great as its height, and attaining an age that embraces centuries, this tree of great traditions, of character and of dignity, has truly served mankind.

OAK—the
flooring of
our fathers

Oak as Flooring

Oak floors, of heavy rough hewn boards, bore the weight of the armored knights of old; refined in design and laid in beautiful geometric patterns, they reflected the jewelled slippers of the ladies and gentlemen at the court of the French Louis, and even today the exquisite Oak floors of Fontainebleau and Versailles are models for present day craftsmen. In our own colonial period we find Thomas Jefferson advising his homelands by letter to put the Oak in the kiln, to be ready for flooring upon his return. Mostly plain edged boards, in some cases lapped; often with double groove and loose tongue, the ancestor of the modern tongue and groove—sturdy Oak flooring was the foundation of charming interiors in the homes of the Revolution.

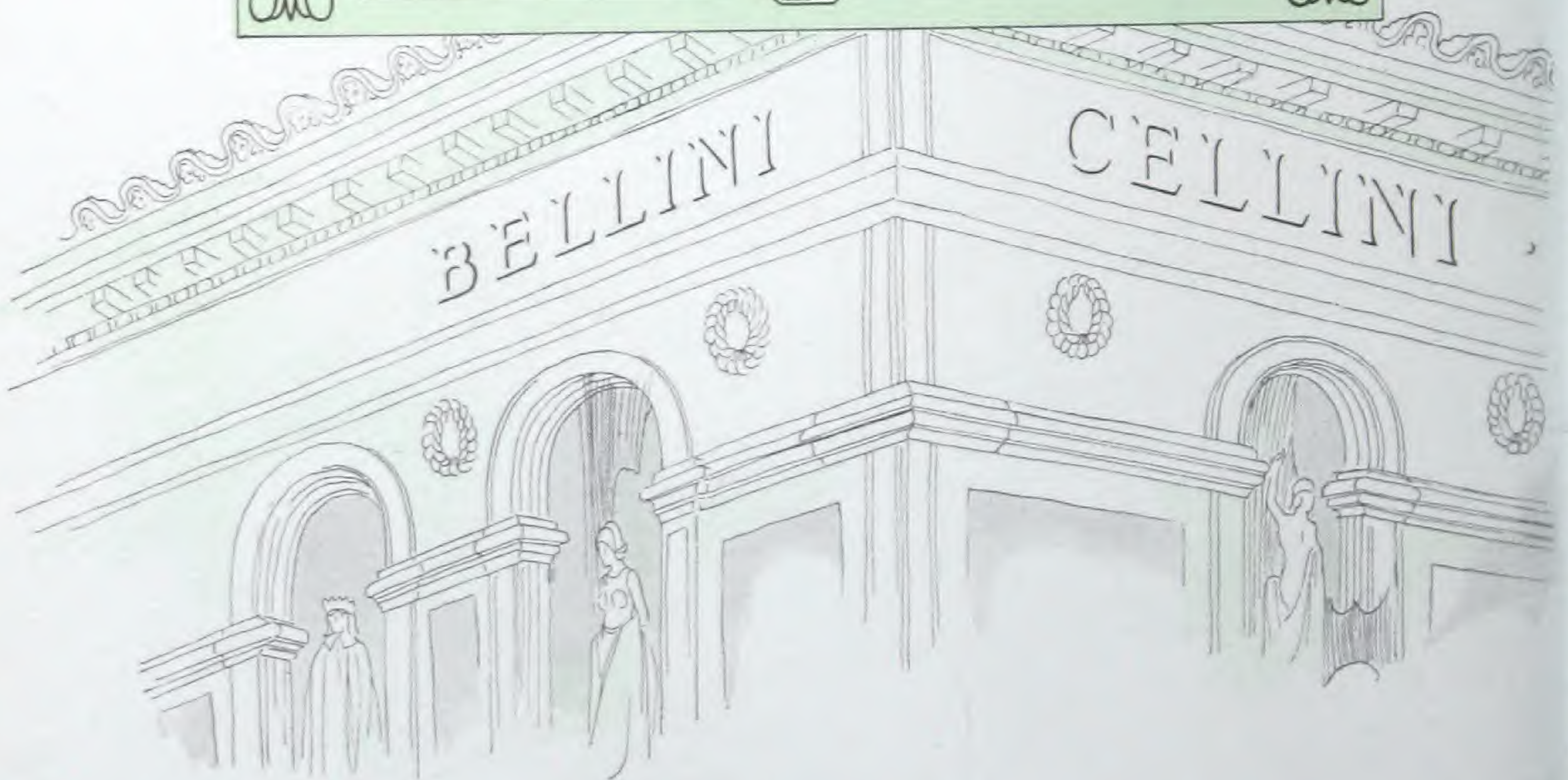
OAK—the
flooring of
today

The demand for Oak floors kept pace with the progress of culture westward through our wide country, but not until



Westward Ho!
—the onward march
of civilization

*The grain
and figure in
Oak is
distinctive
and cannot be
reproduced.
It is Nature's
Gift of
Everlasting
Beauty.*



comparatively recent times has production in quantity brought Oak flooring within the means of the moderate purse and made this matchless flooring, the floor universal.

Oak is friendly and companionable; and there is something about the very "feel" of Oak beneath the feet that suggests comfort and ease; nothing gives the appearance of richness and dignity so desired in a modern home as a well laid floor of Oak. Nature grew in Oak a grain that is distinctive, that cannot be reproduced, and it is this beautiful grain that distinguishes Oak from all other flooring material. Shafts of light cross the grain and bring out its natural beauty of figure; graceful lines of furniture are reflected in the polished surface, and when rugs are sparingly and tastefully placed, so as to leave a wide floor expanse, the effect is all a home lover can desire

*Imitations of
Nature's own
floors of Oak,
like artificial
flowers, lack
the fragrance
of genuineness*

The Beauty of an Oak Floor

People today appreciate the floors of their homes as more than something to walk on, a mere separation between the first story and the second, just as they know that a room is more than an enclosure of four walls, and that a house is one thing,—a home another. The difference is made up of all the thought and care put into arrangement, fittings, decorations,—all the liveable and intimate appointments that make "home."

*Lovers of art appreciate
the distinctive charm of
grain and figure that
Nature grew in Oak*

MICHAEL ANGELO



*The bright
lustrous
expanse of an
Oak floor
becomes the
proper setting
for rugs*



*Why cover our floors
with any temporary
artificial material,
when we can
have Nature's
permanent floors of Oak?*





Your floors are really the foundation of room decoration, enhancing the beauty of furniture and hangings. Harmonious color treatment of the room as a whole is now made possible with the new modern finishes, which may be selected to suit individual taste. In the center pages of this book a few of these finishes are illustrated in color. Imagine the dignity of a library paneled in Oak, with Oak flooring in "weathered" finish, the harmony of a dining room in tones of gray and blue, with darker gray Oak flooring, or the charm of an enclosed sun-porch, with floor finished in forest green, light and cheery,—a bit of outdoors brought into the home. The opportunity for choice is infinite, and each room may reflect your own individuality,—your floors becoming your very own, different from others about you.

*An Oak floor
is the correct
foundation of
room decoration*

Still further variety is possible in selection of various widths and grades of white or red Oak, plain or quarter sawed. White and red Oak are both American varieties, tough, strong, and hard in fibre, susceptible to high polish. The choice of either for flooring is a matter of taste; white provides a bright luminous floor, red a darker, warmer tone.

The grain of plain sawn Oak displays itself in great variety, and over an expanse of surface is an object of real beauty, painted by Nature. Greater richness of figure is



*Dirt brought into the
house by small tramping
feet is easily and
completely removed.
Children enjoy playing
on clean oak floors*

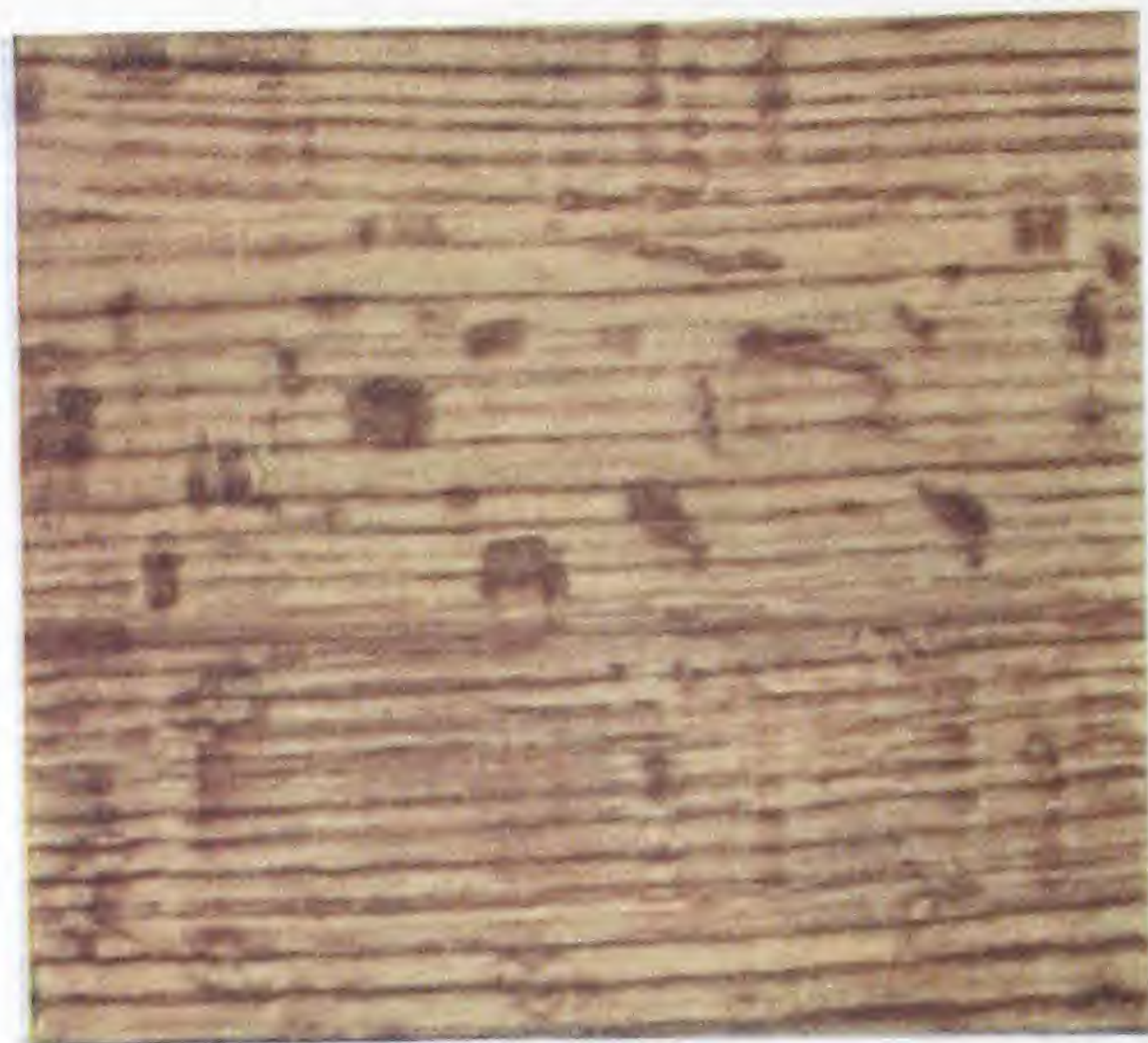
MODERN FINISHES WHICH HARMONIZE



Quarter Sawn Oak—Natural



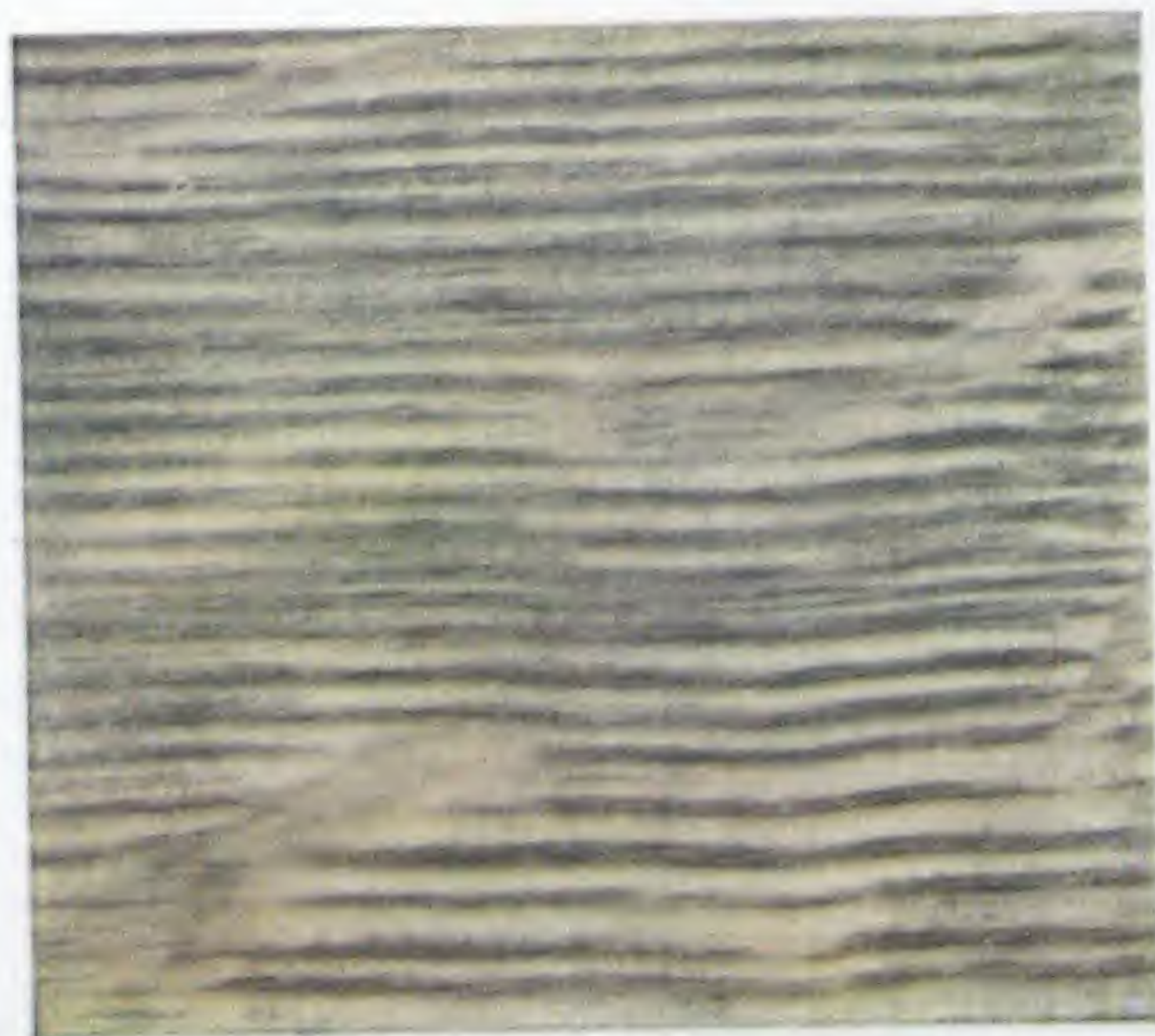
Quarter Sawn Oak—Weathered



Quarter Sawn Oak—Dark



Quarter Sawn Oak—Golden



Quarter Sawn Oak—Grey



Quarter Sawn Oak—Forest Green

When finished to conform to the color scheme adopted, an Oak floor becomes.

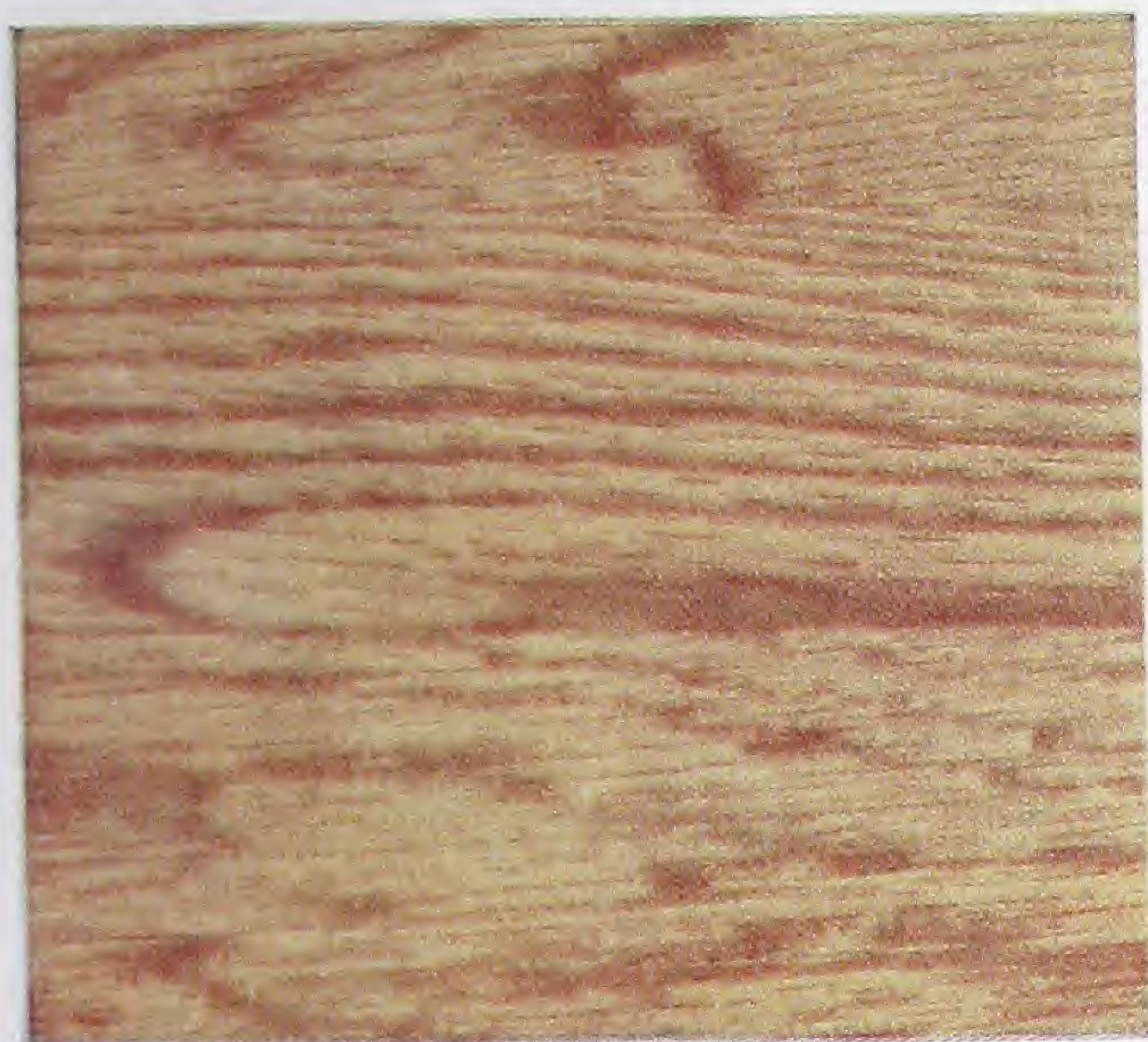
UNIZE WITH ROOM DECORATION



Plain Oak—Dark



Plain Oak—Golden



Plain Oak—Natural



Plain Oak—Weathered



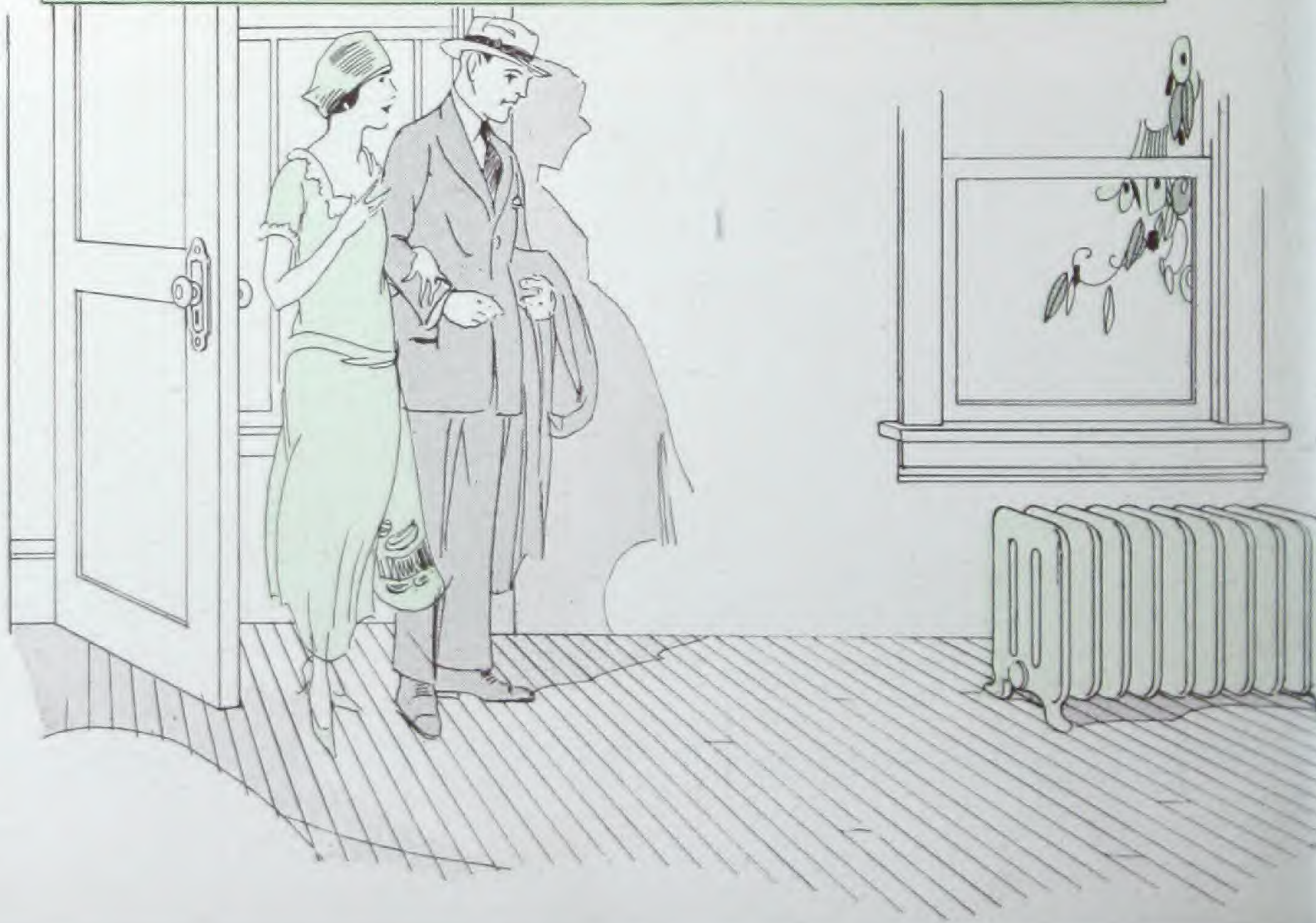
Plain Oak—Grey



Plain Oak—Forest Green

both a decorative and practical sense, the correct foundation for the modern room.

*The richness
of an Oak
floor in the
dining
room contrib-
utes to a
sense of well-
being and
enjoyment*



obtained by quarter-sawing. What are known as medullary rays radiate from the heart of an Oak log, crossing the annual rings of growth. When the log is cut parallel to these rays, or perpendicular to the rings of growth, the characteristic "flake" and figure of quartered Oak will appear in the flooring. In the main living rooms of a modern home, quartered Oak flooring is the final convincing touch of elegance.

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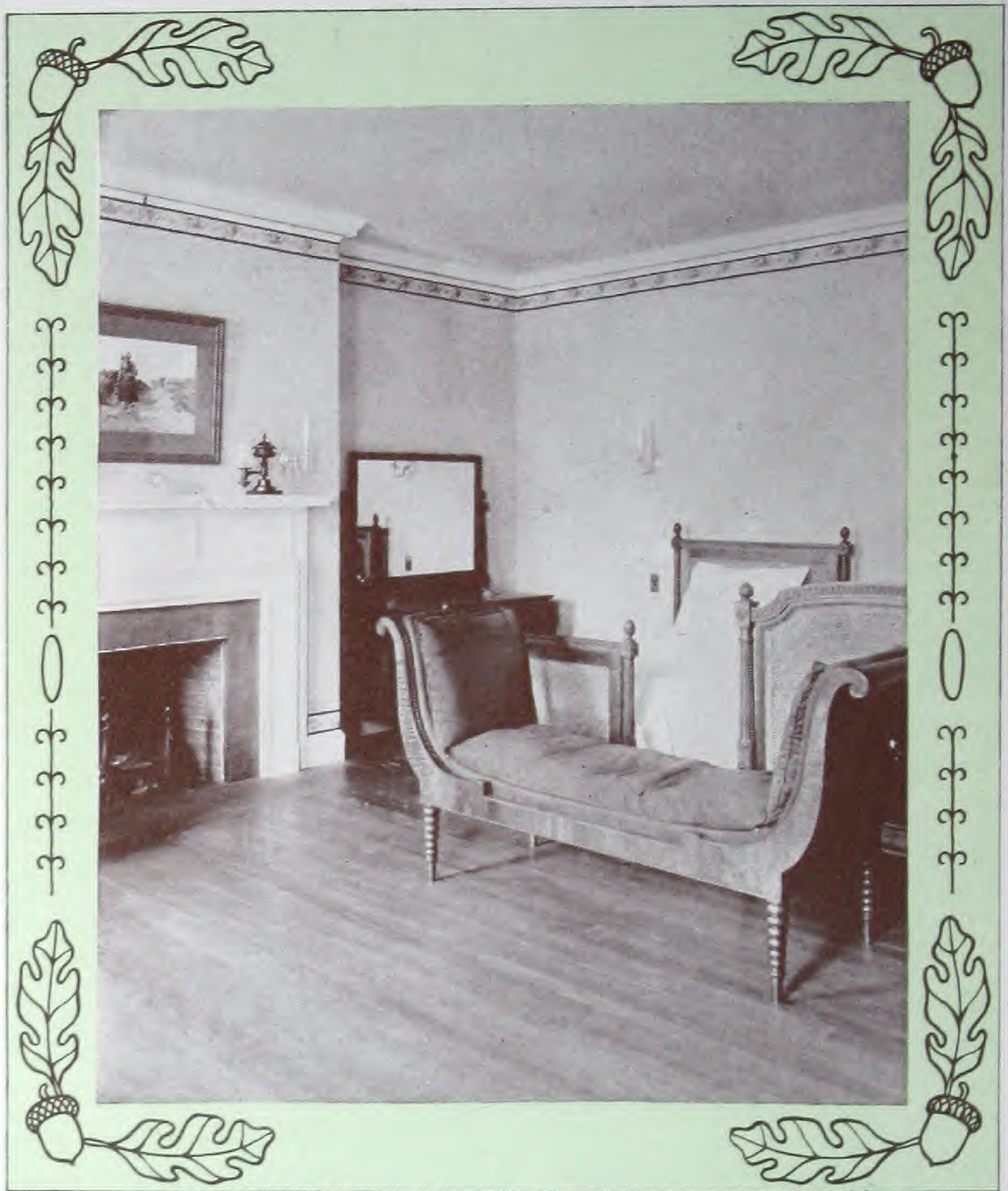
In this way the finish only of an Oak floor is subject to wear, and as this may be quickly renewed whenever necessary, an Oak floor is easily kept in perfect condition.

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The effect of an Oak floored home is substantial and up-to-date. When you consider the value added to your property, the saving in housework, the permanent beauty and durability, your new Oak floors are an investment, not an expense



Finished to conform to the subdued coloring of bedroom furnishings, Oak floors complete the harmony of a restful room



The Cleanliness of Oak Flooring



Keeping the house clean is one of the trials of the average woman's life, especially when summer winds blow dust in through screened doors and windows. If you have a softwood floor covered by a carpet, most of the dirt sooner or later sifts in—to stay. It is impossible to keep such a room sanitary. Daily sweeping is insufficient, while dreary carpet beating only half does the work at best. Think of the heart breaking, back breaking days of the old-fashioned carpet, prying out tacks, dragging into the open and beating; then

*No more
"floor drudgery"*

back into the house, scrubbing the old floors, stretching and tacking the carpet down, cutting corners or doubling under. And then the continual struggle to keep things even apparently clean. Have you ever been dismayed at the dust mounting up through a strong ray of sunlight when you sweep a carpeted room? Imagine the dust you don't see that is stirred up whenever you step across the room, or when the children romp and play on the floor.

What a change with Oak floors! No crevices to accumulate dust or dirt, a surface requiring a minimum amount of attention—just a little freshening up at frequent intervals, and you have a floor bright and cheery at all times. A notable authority on home economics has said that Oak floors are one of the greatest blessings modern women enjoy; they are the emancipation of women who do their own housework, or who supervise others.

*Health for
all the
household*



It is the worn softwood floor that makes an old home look "down at the heel." You will be surprised how reasonably your rooms can be modernized by $\frac{3}{4}$ inch Oak flooring

*Character is
inherent in
Oak,
contributing
to the dignity
of interior
appointments*



The Economy of Oak Floors



First cost is low, not more than any softwood floor plus carpet, and less than many articles of furniture. Figure the expense by the room and you will find that your standing lamp has cost you more, or the overstuffed couch, or the library table. Modern economies in manufacture have brought Oak floors within the reach of the most modest purse. A selection of grades may be made,—lower grades for the upstairs rooms and hallways, higher grades for the main rooms. And yet “grade” is only a matter of variation in appearance, as all Oak flooring is equally sound and enduring. The lower grades are made attractive with the darker finishes, and the saving in cost is fully justified.

Oak floors add to the value of a home, whether for rental or selling. “Is the home modern, has it Oak floors?”—this is one of the first questions asked by a prospective purchaser.

*A grade for
every purse
and purpose*

Every Home, Old or New, can have Oak Flooring

You do not have to build to enjoy all the advantages of modern Oak floors. If you live in a home with softwood floors, a special thickness of Oak flooring, called $\frac{3}{8}$ inch, is recommended to lay right over the present floor, using the old floor as a subfloor, with the new Oak strips laid at an angle to it. None of the woodwork need be disturbed except the quarter-round at the baseboard.

*Modernize
the old
home with
Oak floors*



*Often the main rooms of
clubs are used for informal
dining and dancing,
in addition to formal social
functions. Oak flooring
combines the charm and
practical qualities required
for all purposes for which
such rooms are used*

*Each flooring
strip has
individual
beauty
of grain,
revealing in
the mass
the dignity
and character
of Oak*



Your new floor will be just as beautiful and as sound as if Oak has been laid when the house was built. The work may be done one room at a time, to avoid disturbing the household; or during vacation, have the entire house modernized at one time, and see the surprise and delight when the family returns. Oak floors add to home satisfaction and enjoyment, and when a little relaxation is in order—roll back the rugs and dance. The young folks can have a good time right at home.

*Dance at
home on
Oak floors*

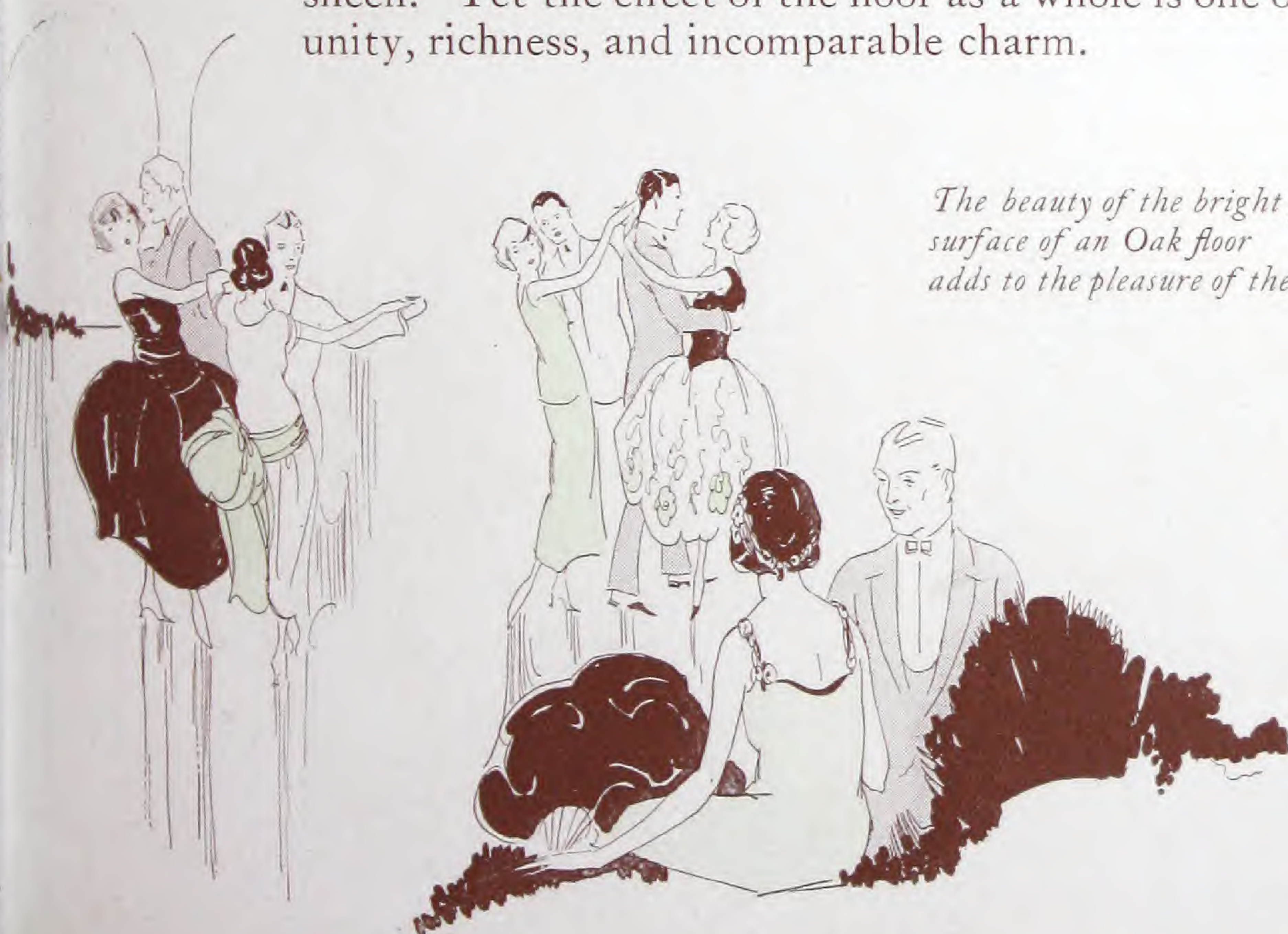
OAK—the Universal Floor

There is a comfortable “home-like” atmosphere about Oak floors. They entirely lack that cold rigidity so noticeable in any man-made artificial flooring material. Oak is “Nature’s gift of everlasting beauty,” and when other characteristics are considered,—durability, cleanliness, and economy, we have the secret of the wide-spread and accepted use of Oak.

Clubs, Community Houses, and Assembly Rooms

A wide expanse of floor, often unrelieved by furniture, requires treatment that will break the monotony, and harmonize the floor surface with the decoration of the walls and ceiling. The variety of beauty in the grain of Oak lends itself admirably to such a problem. Each flooring strip has a natural character of its own, and in the mass, reflects light and shade in a wonderful variation of color and sheen. Yet the effect of the floor as a whole is one of unity, richness, and incomparable charm.

*The beauty of the bright polished
surface of an Oak floor
adds to the pleasure of the dance*



*Only the
finest
materials go
into our
modern build-
ings. Oak
is tried and
true. It is the
accepted floor*



In Schools

Impressions count most during school years, when character is shaped, and habits of thought and taste developed; and an Oak floor, of sturdy American Oak, builds respect for soundness and beauty. Of equal importance, Oak floors are healthful, because they are easily kept clean, and not being cold or "dead" beneath the feet, they diminish the strain of constant walking and standing. Combining the qualities of durability and beauty, Oak is the ideal and tested floor for schools, and its use is true economy.

In Hospitals

Oak floors impart a friendly atmosphere where it is most needed. In patients' private rooms, in doctors' and nurses' quarters, Oak floors are appreciated because of their quiet beauty, and because they suggest "home." Hospital superintendents recognize the valuable qualities of Oak flooring, easily kept fresh and clean, with a tight, continuous surface that is strictly sanitary.

In Public Buildings

Where durability, economy, and length of use are first considerations, Oak floors give satisfactory service under most severe conditions. It is scarcely necessary to call attention to the multitude of government structures, hotels, churches, office buildings, apartment houses, railway stations, and factories, in which Oak floors have withstood half a century and



more of hard usage. There is a grade suitable for every purpose, and low first cost, low cost of up-keep, and assured economy are the unquestioned advantages of Oak flooring.

Oak floors are not expensive, an impression sometimes gained from the fact that Oak flooring has always rightly been associated with things of quality and beauty. Oak floors are cheaper than ordinary floors plus carpet, and their use is true economy.

Consult your Architect

Your architect is in a position to recommend the grade of Oak flooring, and the finish most suitable to carry out the effect you desire. Contractors or lumber dealers in your locality will show you Oak flooring, white or red, plain or quartered, and estimate the cost of material, laying and finishing, whether for the new house, or for your present home.

If you are unable to secure this information readily, please write to this office. Our flooring experts are at your service, without charge; we will gladly make suggestions and refer you to sources of information in your vicinity, if requested.

OAK FLOORING BUREAU
828 Hearst Building Chicago



Oak Floors—

NATURE'S GIFT OF EVERLASTING BEAUTY

*"In fact, there's nothing
that keeps its youth,
So far as I know,
but a tree, and truth."*

—Oliver Wendell Holmes





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